



MEMORANDUM

To: Mayor and Members of the City Council

From: Montre' Freeman, City Manager
Deborah Malenfant, Elizabeth City Downtown, Inc.

Date: September 22, 2023

Re: Consideration – ECDI Banner Purchase / Installation in the Downtown Area

BACKGROUND:

Elizabeth City Downtown, Inc. (ECDI) is the City's Main Street Program and a 501(c)(3) entity whose mission is the revitalization of Downtown Elizabeth City. Over the years, ECDI has invested in the beautification, promotion, and economic development of downtown in partnership with the City of Elizabeth City and other businesses, entities, and organizations.

The "Discover Downtown" banners located on Main Street in downtown were funded and purchased some years back by Elizabeth City Downtown, Inc. There are 41 decorative poles with banner mechanisms located on Main Street; 30 decorative poles on Elizabeth Street; and one decorative pole on North Water Street (across Elizabeth Street).

The poles on Elizabeth Street have never had banners; however, it was the intention when the poles were added as part of the Elizabeth Street and bridge project. The banner hanging mechanisms were purchased and have been in storage.

ANALYSIS:

The existing banners are becoming worn and faded, and many have been lost or damaged. Elizabeth City Downtown, Inc. would like to purchase new banners (and any necessary replacement hanging mechanisms) for the 72 poles in the areas mentioned above – Main Street Business District, Elizabeth Street and North Water Street. ECDI will handle the installation of the banners and hanging mechanisms. ECDI will also obtain any necessary permissions from NCDOT for Elizabeth Street before installing on that corridor.

The banners will be: 18" x 45"; Single Ply Sunbrella; 1-Design; Screen Printed 2-Ink Color; 2-Sides; 3.5" Pockets Top and Bottom; Grommets; Fire-retardant.

STAFF RECOMMENDATION:

By motion, support Elizabeth City Downtown, Inc.'s purchase of new banners (and necessary hanging mechanisms) and installing them throughout downtown: on Main Street, Elizabeth Street; and North Water Street (across Elizabeth Street), contingent upon NCDOT permissions.

If this item garners consensus during the Work Session, it may be moved to the Consent Agenda for a full vote of the Council if so desired.

